



Illinois Office of Health Information Technology
Office of Governor Pat Quinn
James R. Thompson Center, 100 W. Randolph, Room #2-201
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Tuesday, November 20, 2012

Consumer Education Workgroup Meeting Notes

In person participants:

Mary Rasmusson	Consultant
Patricia Joseph	Prospex Information
Esther Sciammarella	Chicago Hispanic Coalition
Larry Boress	President MBGH
Cory Verblen	OHIT
Danny Kopelson	OHIT

Participants via phone:

Valerie Brown	Alliance of Chicago
Gina Baxter	Connected Living
Peter Eckart	IL Public health Institute
Valerie Brown	Alliance of Chicago

Mary Rasmusson – Welcome, approval of minutes with revision of Valerie Brown being present at the October meeting

Report on Key Partner Surveys

Mary Rasmusson – Jennifer Creasy from AARP is not on the call but did complete a survey. AARP IL has a tremendous outreach to consumers state wide through its website, e-blasts, newsletters etc. They would likely develop materials on their own using ILHIE materials as a basis for their materials development.

Patricia Joseph – Alzheimer's Assn of IL. has not done any consumer education about health IT yet. Materials are developed by the organization at an 8th grade reading level. It educates consumers through its website, print newsletters, fact sheets that are all Alzheimer's specific. There may be a possibility of a national teleconference inclusion.

Danny Kopelson – The Association contacted does not do any consumer education or outreach. Danny will seek a behavioral health organization that does this kind of outreach as behavioral health is a critical aspect of health IT.

Esther Sciammarella – Hispanic Coalition needs materials in Spanish and at a low educational reading level.

Message Testing

Gina Baxter – After running the 60 sec. ONC produced cartoon about health IT designed for consumers to a low income, older, less educated population in a cyber lab location; Gina reported the following finding from a small sample of consumers:

- Too long
- Needs more diversity
- If not prompted, would not otherwise watch it
- Privacy is a big issue. Everyone is in on their business.
- Understand the value of using health It with multiple MDs and like that
- Comfortable with technology
- The viewers who were more comfortable with technology were more receptive to the video.

Mary Rasmusson – Commenting on the pilot results. The pilot shows that one size does not fit all. However it is important to remember that privacy is a significant issue. More so in some communities than it is in others.

Mary Rasmusson – CHITREC online list of providers. When we communicate a consumer call to action to “ask your provider about health IT,” we will be able to direct consumers to CHITREC's searchable list of vetted providers online. CHITREC is currently working on its website to include this listing of Chicago providers and hope to expand more broadly geographically.

Larry Boress – Might be a good idea to include health plans involved in health IT as well on that website.

Update on Alliance of Chicago Navigator Project

Valerie Brown – Erie Humboldt Park Health Center has launched a program using health IT navigators. In a short time they have had over 100 encounters with patients. 85% Hispanic and in Spanish, 19-60 years of age, 60% are over 40. Navigators engaged patients in health IT education on desktop and laptop computers. Entire families were engaged. Program has been successful and another health IT navigator will start next month in Hyde Park. This is part of the **Smart Chicago Collaboration**.

General discussion about future outreach

Larry Boress – Provide both consumer and provider facing materials. Suggested working with the **IL Academy of Family Physicians**. They would likely develop materials on their own using ILHIE materials as a basis for their materials development. Also contact the **Nurses Association**. Materials developed for clinician waiting rooms.

Gina Baxter – Much of what we are talking about is city based. This excludes 2/5 of the state. We need to collaborate with the **Broadband providers and NIU** to communicate health IT to consumer through them to reach a broader state audience.

Cory Verblen – Suggested connecting to **Partnership for a Connected Illinois** (Drew Clark)

Larry Boress – Works with all kinds of large and small employers. It is the **health plans** that communicate more to the consumers than the companies. Yet **employer portals, health fairs and lunch and learns** would open up opportunities for consumer contacts. 30% of employers have **on site health centers**. Contact the vendors that run these organizations and distribute through them. **HCIT, healthcare centers at work (National Assn of Work Site Health Centers) and walk in care**. Make materials readable at the 5th grade level.

Peter Eckart – **IL Public Health Institute** has been re-funded for stakeholder engagement. 6 primary agencies in IL. Information system and integration project. Public meetings, focus groups, surveys. This could be a resource for committee and messaging services to consumers.

Gina Baxter – Julie Hamos and CMS and the Care Coordination mandate.

Cory Verblen – ILHIE is working with CMS and the Care Coord. Project.

Patricia Joseph – Will add all these new ideas of outreach to the spread sheet of consumer education partners.

Mary Rasmusson – Next steps, develop a list of materials for the toolkit, update the list of consumer educators.

Meeting adjourned